



California Surf Lifesaving Association

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Southwest Region - United States Lifesaving Association

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World Wide Web: www.cslsa.org

NEWSLETTER ACTION REPORT

Fall 2007

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A solution to budget concerns while preserving something close to the present format was the primary topic in committee. No one really wanted to go online but it was the obvious easy solution. The fact that the newsletter would lose a certain amount of character by going digital, was a concern. And although the prevalence of personal emails would make the receipt easy, the delivery process would certainly have to be explored, since, as editor, I did not relish personally emailing all members. Of course the CalSurf would be on the website for anyone to access, at no direct cost to the organization. But we all agreed there was something satisfying about having a page to turn and a copy to gather dust on a bookshelf.

While discussing the current costs involved in printing and mailing to find a place to cut costs, a simple, obvious solution was suggested - one issue per year. The single issue plan would save 30% - 50% of current costs and still provide the tactile satisfaction of a hard copy. To adequately accomplish this concept, the issue should:

- Be printed in color for the best effect
- Contain contributions from most or many Board members and committees or a summary of important topics
- Provide free advertising for current sponsors but continue to solicit paid advertising
- Present agency profiles until all chapters have been presented (24 to go) then ...
- Present historical and personal profiles
- Contain plenty of topical articles to spark the interest of new lifeguards
- Continue to look for more new article concepts, regular columns and editorials
- Contain pertinent statistics and other material so that it can serve as a printed annual report as well as a newsletter.
- Be published in the spring to provide a summary of the past year and new information to start the summer. To accomplish this, an earlier print date would be required and it would require meeting, competition and special event dates, times and locations prior to going to print.